

# Advertising

IWC  
LAUSANNE

## Advertising Rules of Engagement for members of the IWC for Paid Associated Activity Groups

Updated 16 June 2017

**These rules must be strictly adhered to under 'our fairness for all policy'.**

Over recent years, the choice of activity groups for members has been expanded by the setting up of a number of associated activity groups. These are groups that provide paid activities, can accept non-members and may be run on a commercial basis.

The associated groups can be included in our list of activities which appears on the website for free, and can, if they are run by members, advertise in the E-news or Connections at a reduced cost. If the associated group is a new activity they can advertise **free four times in two consecutive editions of the E-News** (the E-News is published twice a month which equals 4 times) for **the first two months** and no more. In the Connections Newsletters associated groups can advertise new activities **twice** in the Activity Group Bulletin Board under Club News. Any further promotion for any new or existing associated activity group must be by paid ads in the E-News and/or Newsletter at the members reduced rates and in line with the advertising conditions.

When and if an associated group has an announcement to make to members regarding a change that falls in the category of **change of date, time, venue and/or cancellation** they may announce this update advertise **free four times in two consecutive editions of the E-News** (the E-News is published twice a month which equals 4 times) or **once** in the Newsletter under the Club News, this announcement must be a maximum of 30 words with no images or logos in the Newsletter and for the E-News a 180 characters maximum, excluding company name and spaces, plus a logo.

Any other changes not specified above e.g. change of **name** of a group, **additional** new class dates, **promotional** offers etc. can only be made by paying for an ad in either the E-News or Newsletter.

If the associated group wishes to exceed these words or characters, or include images they must take out a paid ad at the reduced member rates.

Or alternatively should more information need to be conveyed announcements/adverts can contain your website hyperlink or the IWC's website if you do not have your own website. Note hyperlinks are included in the calculation of character and word limits. You can ask for an update of the content of the club website, please submit your words at least 7 working days before you wish your changes to go live.

All ads/announcements (paid or not) in the E-News or the Newsletter from associated groups must provide clear details of the charges/fees involved in participating in the activity. If you do give a discount to IWC members then you must clearly state your normal rate and the percentage discount.

The associated activity groups can also use the IWC Closed Facebook page to promote their activities each month, (ONLY every 4 weeks), but one post only for all the activities that are being carried out during that month. That means only **one post** for all the activities/classes or events you hold, not one per class/event per month (4 weeks). Any fees or charges for these groups must be detailed at the **start or on the heading of the post**, to avoid any doubt.

Associated activity groups can also include their business for free in the IWC member business directory which is located on the IWC website on the member home page. <http://iwc-lausanne.org/business-directory/>

The IWC reserves the right from time to time to feature articles/bulletins in the Newsletter or the E-News that focus on all or any activity groups without the need for the associated activity group to pay.

Members wishing to advertise events on behalf of another organisation can do so under the advertising terms and conditions. You need to contact [advertising@iwc-lausanne.org](mailto:advertising@iwc-lausanne.org) for full details.

IWC members are allowed one free session before committing to a paid associated group/class.

The membership directory is solely for the personal use of members, this means that no promotional material is to be sent to personal email addresses unless it has been specifically requested by individual members.

Associated activity groups must be led by a paid up member of the IWC to continue running. Apart from language lessons activity groups must be run in English.

Associated activity groups can use the meeting rooms available at club for discounted room rates of: CHF 45 for a half-day; CHF 75 for a full day; and CHF 50 for an evening. One parking space and use of the kitchen facilities equipment are included in the fee; beamer and flip chart are also available free of charge but must be reserved in advance.

Note that all associate activity groups are treated the same under our 'fairness to all' policy.

All associate activity groups must be legally run within the terms of Swiss law and registered appropriately, this includes Presentation of Accident Insurance Obligations (LAA) and Non-Occupational Accident Insurance (AANP). Proof may be requested by the IWC or their auditors. The IWC is in no way liable for any activities/events of the associated groups.

## **FAQ's**

***When can I contact the IWC?*** The IWC is run by volunteers so you please contact us by email within normal working weekly hours. If we are available we will respond but we do not have a full time manned office. Do not expect a reply by return. We do our best to reply in a timely manner.

***How do I contact the IWC?*** As we are all volunteers you should always contact us by email using IWC email address. If you really feel it is important to speak to us by phone then please do not cold call. Please send an email to the appropriate IWC person, using their IWC email address, and ask to arrange a telephone call and then agree a mutually convenient time. A list of who is who at the IWC with their IWC email address is on the website. <http://iwc-lausanne.org/>

***How do I contact IWC to advertise?*** You need to email [advertising@iwc-lausanne.org](mailto:advertising@iwc-lausanne.org) Again if you wish to speak by phone email first to make arrangements.

***How do I place a paid ad?*** You need to email [advertising@iwc-lausanne.org](mailto:advertising@iwc-lausanne.org) and ask for the media pack which has complete detailed instructions.

***Do I have to give discounts on my normal charges for my activities to the IWC?*** It is not mandatory for you to offer the IWC discounted rates. It is entirely up to you and the business model you operate under. However if you do give a discount then you must clearly state your normal rate and the percentage discount. You do have to offer the first group/class participation free to IWC members.

***Can I change the status of my associated activity group?*** If you no longer wish to be an associated activity group you can change your status at any time. But you will no longer benefit from the associated activity terms.